

Leading Change Conference Capability

A summary of our conferencing capabilities

Our Approach

- We partner with clients to organise and deliver your most important engagement events.
- We can organise the whole event or provide discrete service elements depending on your needs.
- Our core skills are event project management, experiential content design, workshop management and facilitation, stakeholder engagement and event communications.
- We partner with industry experts in the following areas:
 - Entertainment
 - Technical and audio visual
 - Graphics and conference media
 - Creative design and staging
 - Branding/gifting
 - Large scale conference logistics
- The best events are true partnerships: we prefer our clients to be intimately involved in the planning, organisation and delivery of any event.

High Performance Conferences

Our core capabilities:

- Facilitated project Kick-Off meetings to confirm aim, scope, deliverables, stakeholders and roles and responsibilities.
- Design and support of pre-conference communication.
- Pre-conference venue liaison.
- Full cycle project management (including budget management).
- Strategic alignment – conference output will meet pre-agreed strategic objectives.
- Agenda and session design and highly effective facilitation.
- Coaching and rehearsal of presenters so that messages are delivered with clarity and appeal.
- Building high performing teams through experiential activity.
- Conference logistics and on-site administrative support.

Who have we worked with?

Some of the conference events we have been involved with over the past few years:

Pfizer Sandwich Development Day Sandwich 2005 – Our role was to develop and implement an elective working session around the theme of ‘Empowerment’ within the PGRD Sandwich Development Day (attended by over 1000 people over 2 days). Partnering with the business we developed the agenda and creative content and facilitated delivery of the event.

Pfizer Research Meeting Sandwich 2010 – Our role was to develop and implement an innovative conference for over 750 Research Scientists on a working site. The events combined meetings in three locations, two innovative central stages and experiential content. Partnering with a first class project team from the business we developed the agenda, managed content development and facilitated delivery of the event.

Celgene Regulatory Conference Windsor 2009 – This conference brought together over 70 regulatory affairs professionals for a 2 day meeting in Windsor. The event combined a focus on developing an effective team with key note presentations and a series of elective skills development and educational workshops on selected themes. We developed the agenda, facilitated technical content development for interactive workshops and led 4 ‘soft skills’ workshops on a variety of themes. In addition we designed and ran a one-off team challenge activity in Windsor Great Park, provided a novel themed entertainment programme and managed the conference budget.

Celgene Drug Safety & Risk Management Europe Conferences 2009-2012 – These annual events bring together over 60 drug safety professionals from European affiliates to engage, build an effective team, share and learn from one another. Conferences have been held in London Docklands, Windsor, Geneva and Neuchatel using the local area to provide novel experiential content. The conferences are developed by a client team using Leading Change as a project adviser, coach and facilitator.

Summit Therapeutics plc Company Meeting 2017 – 2019 - These events brought the entire company together (>100 people) in Oxfordshire to engage everyone in the new company strategy, build an effective team and build ideas about how to implement the strategy. In 2017 the meeting laid the groundwork for a new company organisational model and culture. In 2018 it focused on project delivery and capability building. In 2019 we facilitated and coached a confident and well-led in-house team to deliver the meeting content and led a capability workshop. All these conferences incorporated novel experiential content.

How will we organise your conference?

- We will assemble a project team of industry experts from the fields of AV, event management and logistics, work with your existing suppliers, or partner with you to deliver your conference with your in-house team.
- We spend time building these disparate groups into a high performance team so that people understand what the business is trying to achieve and embrace their required contribution to the event.
- We start with a facilitated event Kick-Off meeting including all suppliers and key client staff. This meeting will confirm the aim of the conference, agree the scope, deliverables, agree accountabilities for execution and engage the core project team to plan and deliver a successful event.
- A detailed venue recce is very important once a draft plan is in place to visualise the event and tailor the design of the conference to optimise the venue to best effect.
- We integrate your client brand in all aspects of the event so that the delegates feel that they have been part of a seamless experience.
- We provide guidance, and challenge where appropriate, coach the project team and coordinate all aspects of delivery in order to achieve your desired result within budget and on time.
- We can help you plan and deliver follow-up activities after the event to reinforce key messages, maintain momentum and ensure a long 'half-life' once the event is over
- Fun! It is important in the planning of these type of events to maintain a sense of perspective – we enjoy what we do and want you to as well.

Our Event Management Philosophy

- Leading Change brings a unique blend of **strategy execution consultancy** and **high level event management expertise** to each event.
- We lead cross-functional teams to deliver exceptional conference results that mobilise and engage participants. We can bring a level of attention to detail which we believe is unsurpassed in the market and cannot be provided by pure event management, Technical/AV companies or creative agencies.
- Our *Way of Working* is grounded in best practice and is disciplined. However, it is completely adaptive - no two projects are the same and each project is uniquely developed to the clients' complete satisfaction.
- We work in close *partnership* to guide the client through the minefield of conference planning, but ensure the client has full understanding of the process and the desired outputs. This Way of Working brings a high degree of *organisation and hands-on support*, whilst control and ownership remains with the client; in this way the learning from the whole event (in effect a journey through planning and execution) is embedded in the client organisation.

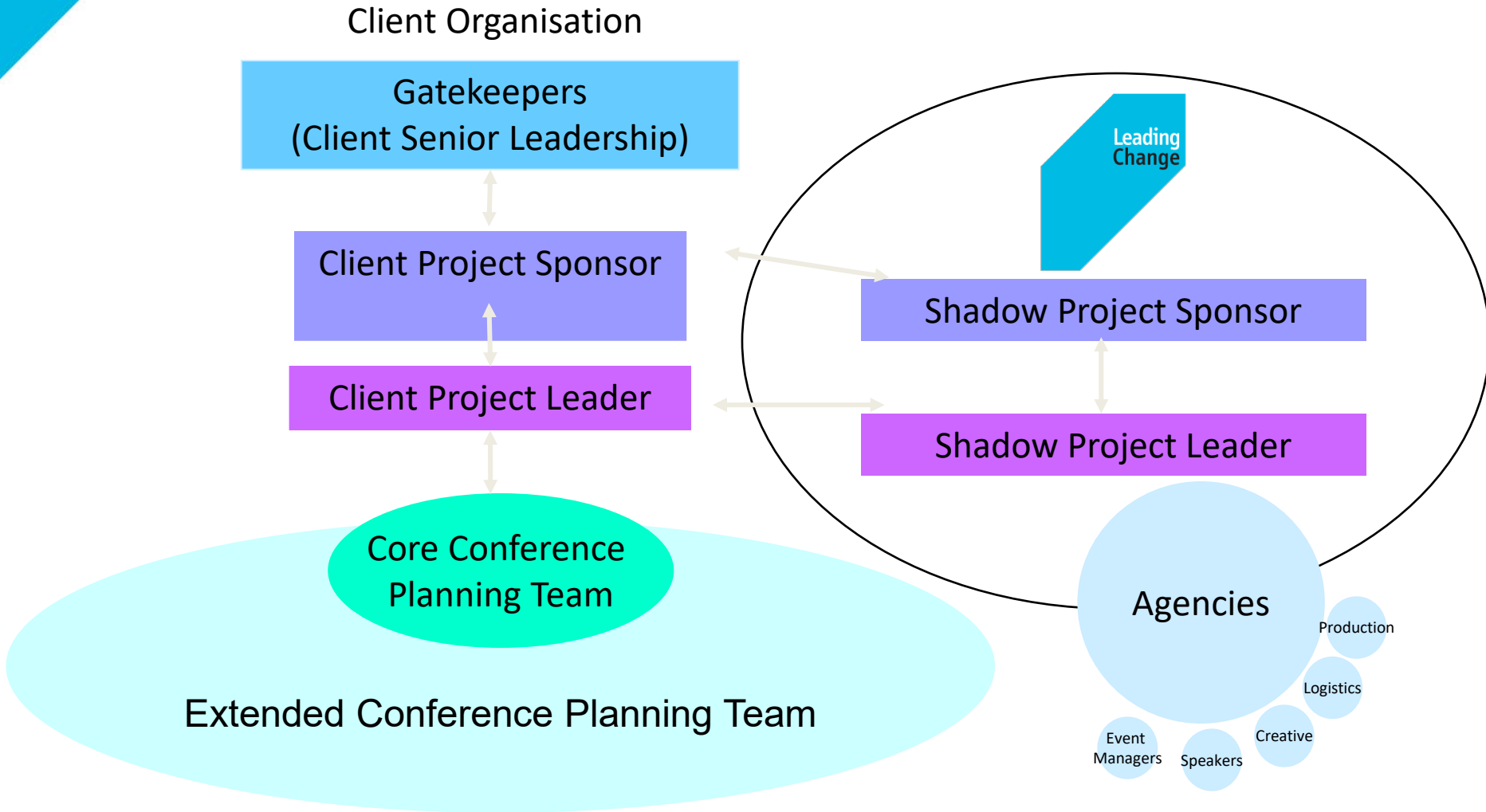
Project Management Team

Leading Change will provide a dedicated project team to work with you in the management of your conference. Depending on the event scale this will consist of a **Project Sponsor**, **Project Leader** and a **Project Team**. Key roles of this team would be:

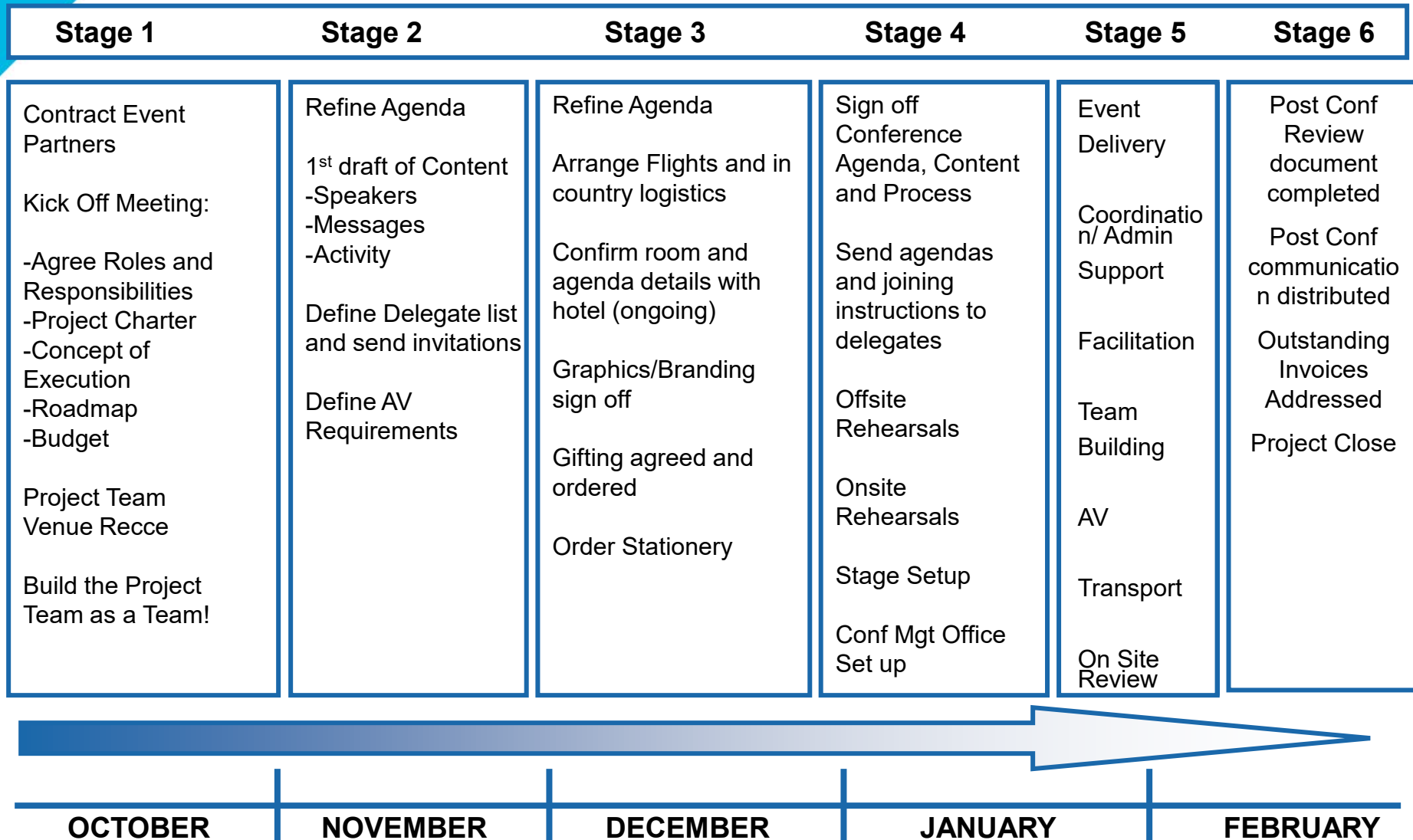
- To shadow and partner with your internal team, facilitating the process and coaching on best practice throughout development and implementation
- Key facilitation and management of relationships in respect to technical/AV and logistics teams
- To provide a vital and accountable link to any external agencies
- Budget management - we manage budgets on an 'open book' principle, usually assisted by a co-opted team member from the client company to ensure complete transparency

We challenge but support our clients – our aim being to deliver the best result for you and your conference delegates

Project Team Organisation



Illustrative Conference Planning Roadmap



For more details

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